PARTNERSHIPS

JOÃO SILVA · REGIONAL HEAD OF OPERATIONS, IBERIA & FRANCE · BIRD

joao.vitor.cardoso.silva.jvcs@gmail.com · linkedin.com/in/jvcsilva · Download CV

Porto · open to relocation

Partnerships: getting cities and companies to say yes

In shared mobility you can't operate without the city. I hold Bird's political relationships in Portugal, with mayors and mobility councillors in about 30 municipalities, and I build deals with transport operators and big consumer brands. I negotiate them, and I also run them and measure what they return.

~30
municipalities in Portugal

Never
lost an RFP (Request for Proposal) in Portugal

10+
city launches unlocked by permits

–70%
churn of B2B (business-to-business) operating partners

Multi-year permits in Porto, Cascais and Matosinhos

Bird · Country Manager, Portugal, then Regional Head of Operations · B2G (Business-to-Government)

THE PROBLEM

A permit decides whether you can operate in a city at all, and cities choose operators through negotiations and public tenders.

WHAT I DID

- Led the B2G negotiations and built the relationships with city regulators myself.
- Hold Bird's relationships with mayors and mobility councillors across Portugal, and handle media requests in the country.
- Led GBFS and MDS (General Bikeshare Feed Specification and Mobility Data Specification) data integrations with municipal and transit authorities, together with Product and Engineering.
- Today I direct a team of Government Partnerships Managers across Portugal, Spain and France.

RESULT

Multi-year permits in Porto, Cascais and Matosinhos

10+ new city launches unlocked

Expansion to **about 30 municipalities**, including Lisbon, Oeiras, Braga, Faro, Coimbra and Funchal

Never lost an RFP in Portugal

Transdev in Covilhã: a B2B2G deal, end to end

Bird · Portugal · B2B2G (business-to-business-to-government): transport operator + city

THE PROBLEM

Transdev won the city's public tender for shared mobility, but it had no scooters.

WHAT I DID

Handled the deal end to end: negotiation, contract terms, signing and deployment. Bird deploys 200 scooters and runs the operation for Transdev. Transdev pays a fixed monthly fee until the end of its contract with the city and covers warehouse and operating costs. Bird keeps all ride revenue.

RESULT

One of **Bird's most profitable markets**

No costs beyond repair parts

Brand partnerships with measured returns

Bird · Country Manager, Portugal · B2B

THE PROBLEM

Big brands already had the audience we wanted. The question for every deal was what it had to return to be worth it, and how we would measure it.

WHAT I DID

> **NOS (telecoms).** A partnership with one of Portugal's largest telecom brands.

> **Iberia Airlines.** A campaign with a tracked download link, so every new user from the deal was counted.

> **Banks, through Data4Deals.** Cashback offers inside banking apps (Santander and others), aimed at people who had never ridden or hadn't ridden in a year. No fixed cost: we paid only for each customer won.

I also built and negotiated partnerships with Via Verde, BPI, Bunq, Web Summit, Ironman and WTF, and built an events chatbot so the growth team could check past events' ride and revenue uplift before choosing a sponsorship.

RESULT

NOS: **17K more users** in Portugal and about **$93K NR (Net Revenue) a year**

Iberia Airlines: **20K+ app downloads** in under a month, measured from the link

Bank cashback, Oct 2025 to Mar 2026: **878 new riders** and **~1,500 lapsed riders back**

Co-marketing · Pay per customer · Tracked links

Operating partners that stay

Bird · Engagement Manager, then Regional Head of Operations · B2B

HOW THE MODEL WORKS

In many markets, B2B partners run Bird's street operations. Bird lends the vehicles and its fleet software and pays a share of revenue; partners operate and maintain the fleet under SLAs (Service Level Agreements) and penalties. It works like SaaS: the partners have to be kept.

WHAT I DID

- **Cut the weakest partners.** As Engagement Manager in 2022, I identified the partners that weren't performing and ended those contracts.
- **Gave the best ones more fleet.** I moved their vehicles to the best-performing partners. More volume made the business more profitable and reliable for them, and let us pay less per vehicle and a smaller revenue share.
- **Kept them close.** Today my Operations Associates work as customer success with each partner, under SLAs, penalties and KPIs (Key Performance Indicators) in every contract.

RESULT (2022)

Partner churn **–70%**

Monthly vehicle churn **4% → 1.2%**

Accelerated vehicle depreciation **–75%** a year

Let's talk

Open to product, growth, revenue, operations and partnerships roles. Based in Porto, Portugal: remote, hybrid, or relocation with a relocation package.

Company revenue figures are shown as growth rates. I'm happy to go through the absolute numbers in an interview.

joao.vitor.cardoso.silva.jvcs@gmail.com

linkedin.com/in/jvcsilva

Download my CV (PDF)